

UPDATE

Montana Department of Commerce

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Philipsburg: A Distinctive Destination

The National Trust for Historic Preservation recently awarded Philipsburg a coveted spot as one of America's 2006 Dozen Distinctive Destinations. This is a list comprised of "unique and lovingly preserved communities" in the U.S.



Winning communities were selected on their achievement in areas such as well managed growth, a commitment to historic preservation, interesting and attractive architecture, activities for families, an economic base of locally-owned small businesses and walkability. Philipsburg shares the honor this year with such notable destinations as Monterey, CA and Palm Springs, CA as well as Waimea, Kauai, HI.

"Philipsburg is a true jewel nestled in the picturesque Flint Creek Valley," said Richard Moe, president of the National Trust for Historic Preservation. "A dynamic community with numerous historic events to share with visitors, Philipsburg is truly a piece of heaven in Big Sky Country."

Other Montana cities that have been honored include Red Lodge in 2001, Butte in 2002 and Helena in 2005.

Philipsburg was selected out of 93 nominated in 39 states. More information and images of Philipsburg can be found at: www.nationaltrust.org.

Big News for the Big Skies

More Direct Flights Slated for Montana this Summer

Following a wave of flight reductions and airfare increases, Montana's tourism industry is encouraged by recent news of more direct flights slated for this summer. Both Delta and United Airlines have announced the addition of more non-stop flights to Montana from several of their major hubs.

Citing Bozeman as "one of the fastest growing leisure destinations in the country" Bob Cortelyou, Delta's vice-president of Network Planning, announced that Delta will be offering twice weekly round-trip flights between Atlanta and Bozeman beginning June 8th.

In addition, United Airlines is adding direct flights from Chicago's O'Hare International Airport to Billings, Bozeman and Missoula. Billings and Missoula will have the flight available weekly, while Bozeman will have the direct connection offered daily through September 5, 2006. Brian Sprenger, Assistant Airport Director for Gallatin Field, noted that it bodes well for three Montana cities to get their "foot in the door" with this direct service to Chicago.

The Flathead Valley will be seeing the return of U.S. Airways/America West for the summer months which will provide daily direct access between Glacier International Airport and Phoenix.

According to the 2001 Nonresident Visitor Survey conducted by ITRR, 19% of visitors to Montana traveled by air for at least one portion of their trip. These new flights will enhance Montana's accessibility to the rest of the world thus opening up new opportunities for vacation travel to the state.

Glacier Goes High Tech

Over the last several months, Glacier National Park has been adding numerous enhancements to their website www.nps.gov/glac. These technological improvements are being developed to enhance visitor knowledge and experiences. This past fall, the park launched 'eHikes'. Within an 'eHike', users are able to view pictures, videos, 360 degree panoramas and listen to the sounds of nature with a click of a mouse. In addition to 'eHikes', Glacier is also experimenting with Podcasts. Podcasts are audio and video files that can be downloaded from a website and uploaded to an MP3 player with video capability such as an iPod. And finally, Glacier's new cross country ski page is the first page on Glacier's site to utilize a new feature that allows people to share their own experiences and impressions of the ski routes.

These are just a few highlights of the exciting new uses of technology that Glacier has implemented on their site. All of these advancements are part of the park's efforts to educate the public about the vast array of activities, resources and opportunities to enjoy at Glacier National Park. Way to stay out front on the Information Highway, Glacier!

SEGP Recipients

Nine Montana communities were selected to receive \$50,000 from the Montana Department of Commerce, Promotion Division's Special Events Grant Program (SEGP). This program utilizes "bed tax" funds to assist in the promotion and implementation of tourism-related events.

The nine 2006 SEGP awards are:

- \$10,000: Eureka, Eureka Montana Quilt Show—Eureka Quilt Show
- \$9,400: Butte, Butte Silver Bow Arts Foundation—Uptown Butte Arts & Heritage Revival Grand Finale

- \$9,000: Anaconda, Anaconda Project Facilitators—Blast from the Past
- \$6,100: Glasgow, Glasgow Chamber of Commerce—Glasgow Feather Fest
- \$4,000: Great Falls, Montana Expo Park—Spur & Spin
- \$3,500: Paradise, Sanders County Arts Council—Montana Baroque Music Festival
- \$2,850: Rudyard, Rudyard Commercial Club—Festival of Lights
- \$2,650: Cooke City, Cooke City Community Council—Old Fashioned Fish Fry & Big Fish Contest
- \$2,500 Glendive, Friends of Makoshika—Music in Makoshika

The SEGP was developed in 2002 to assist communities with economic development through the creation and/or enhancement of new annual, on-going events. To date, the SEGP program has provided \$301,000 in tourism "bed tax" funds to 45 events in 33 Montana communities.

Deadline for the next round of grant applications will be mid-January 2007. For

information, contact the Montana Promotion Division, 406-841-2870 or log on to www.travelmontana.mt.gov/forms

Winter Advertising Opportunities

A new creative look has begun on the 2006-2007 *Montana Winter Guide*, which will be available for distribution in August 2006. This four-color, glossy magazine features Montana's downhill and nordic ski areas, snowmobiling, snowcoach tours, resorts, accommodations, guided services and transportation. Advertorial space is available in full, half and quarter page sizes, as well as 70-word directory listings. The deadline for placing an ad is April 28, 2006. For more information, contact Bev Clancey at 406-841-2898 or bclancey@mt.gov.



Film Office News

The Montana Film Office will be highlighting Montana's new film incentives as well as its diverse locations and top-notch crew base at the annual AFCI Locations Trade Show held in Santa Monica, CA on April 7-9th. The 3-day show brings together film professionals from Los Angeles with film commissions from all over the world. Sten Iversen and John Ansotegui will be on hand at the show to promote Montana as the new "Hollywood North." With the Big Sky on the Big Screen Act now up and running, Montana's known commodity of being a stunning location is supplemented with it being more economical to produce a film or commercial here. Getting the word out on the incentives to the working film and television producers will be top priority at the Locations Trade Show.

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Did You Know?

- The Big Sky Resort and Moonlight Basin Interconnect was featured in a January *New York Times* Travel Section/ Escapes column highlighting the largest ski resort in the USA.
- In March, the Travel Channel featured Bigfork's Eva Gates and The Garden Bar in their "Taste of America" series.
- Montana's Dinosaur Trail has a seven page spread in March's *Motorhome Magazine*, "Do You Dig Dino's?"
- *Backpacker Magazine's* April issue features Glacier National Park on its cover with the headline "America's #1 Park". This cover story includes a six page feature on six off-the-beaten-track hikes in Glacier.
- *Outside's* April issue cover story "Adventure Meccas 2006" features Montana extensively including excellent photographs.
- Red Lodge and Terry have been designated *Preserve America* communities.
- **Historical Society News:** Former director of the American Museum of Fly Fishing and Montana resident Paul Schullery has written "Cowboy Trout: Western Fly Fishing As It Matters," published by the Montana Historical Society Press in Spring 2006.
- The Travel Montana Update is going electronic. Please send your updated email address, along with name and business name to: TMUpdate@mt.gov.

Calendar of Events:

April

- 7-9 AFCI Locations Trade Show—Santa Monica, CA
- 10-11 Governor's Conference on Tourism & Recreation—Great Falls, MT
- 27-30 Northwest Outdoor Writers Association (NOWA) Annual Meeting—Whitefish, MT
- 28 Winter Guide Advertising deadline

May

- 6-10 International Pow Wow—Orlando, FL

For all of the latest Montana tourism industry information log on to:
travelmontana.mt.gov



Travel Montana • Montana Film Office
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